

## CLAIMS

What is claimed is:

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1. A system for targeting content to network devices over a data network,  
comprising:

5 a profile store that stores user profile information for network  
devices;  
a content store for storing content; and  
a system manager for downloading content from the content store  
to targeted network devices based on user profile information for the  
10 network devices and group profile information to which the content is  
targeted.

2. A system as recited in Claim 1, wherein the system manager sends messages to  
the targeted network devices among other network devices on the data network  
instructing system agents on the network devices to download the content.

15 3. A system as recited in Claim 1, further comprising:

a bulk data transfer manager that has access to the content store;  
and

20 a bulk data transfer agent executing in the network devices that  
requests the content from the bulk data transfer manager, the bulk data  
transfer manager downloading the content from the content store to the  
bulk data transfer agent, which stores the content on the network device.

4. A system as recited in Claim 3, further comprising a system agent, executing in the network device, the system manager requesting the system agent to download the content; and the system agent requesting the bulk data transfer agent to download the content from the bulk data transfer manager.
5. A system as recited in Claim 1, further comprising a management console that provides an interface for an advertiser to identify content for deployment on the network devices and group profile information to which the content is to be sent.
6. A system as recited in Claim 1, further comprising:  
a logging agent executing on the network device for gathering user information, the gathered user information being stored as user profile information associated with the network device.
7. A system as recited in Claim 1, wherein the content is displayed on a television display device of the targeted network devices based on activation criteria.
8. A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is activated in response to an event.
9. A system as recited in Claim 8, wherein the event is defined in response to selected channel for a television display device.
10. A method for targeting content to network devices over a data network, comprising:  
storing user profile information for network devices;  
collecting group profile information for content; and

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downloading the content from network devices based on user profile information for the network devices and the group profile information for the content.

11. A method as recited in Claim 10, further comprising sending messages to the targeted network devices among other network devices on the data network instructing the network devices to download the content.
12. A method as recited in Claim 11, further comprising:  
a bulk data transfer manager accessing a content store; and  
a bulk data transfer agent requesting the content from the bulk data transfer manager.
13. A method as recited in Claim 10, further comprising providing an interface for an advertiser to identify group profile information to which the content is to be sent.
14. A method as recited in Claim 10, further comprising:  
gathering user information on the network device; and  
storing the user information as user profile information associated with the network device.
15. A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices based on activation criteria.
16. A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices in response to detection of an advertiser specified event.
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